

**WHAT IS CLAIMED IS:**

1. A method of detecting and analyzing the presence of a logo, comprising the steps of:  
  
receiving at least one video datastream of an event;  
  
identifying one or more regions of interest (ROIs) for the logo in one or more images comprising the at least one datastream;  
  
analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs;  
  
and  
  
using the detection of the presence of the logo in making one of a broadcasting decision and an advertising decision.
2. The method of Claim 1, wherein the at least one video datastream comprises a single broadcast datastream.
3. The method of Claim 2, wherein the method further includes the step of compiling the time the logo is detected during the event.
4. The method of Claim 3, wherein the time the logo is detected during the event is used to make an advertising decision.

5. The method of Claim 1, wherein the at least one video datastream comprises two or more separate video datastreams, the two or more datastreams selectable for broadcasting the event.

6. The method of Claim 5, wherein detection of the logo in one or more of the datastreams is used in a broadcast decision.

7. The method of Claim 6, wherein one of the datastreams in which the logo is detected is used to broadcast the event.

8. The method of Claim 1, wherein the step of identifying one or more ROIs for the logo is based on at least one of a color, shape, and texture of the logo.

9. The method of Claim 8, wherein identifying one or more ROIs for the logo comprises identifying a number of adjacent pixels having the same color as the logo.

10. The method of Claim 8, wherein identifying one or more ROIs for the logo comprises identifying measures of texture in samples of a location within the image that correspond to like measures of texture of the logo.

11. The method of Claim 8, wherein identifying one or more ROIs for the logo comprises using template matching that identifies shapes within the image that correspond with the shape of the logo.

12. The method of Claim 1, wherein analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs comprises using radial basis function (RBF) classification modeling.

13. The method of Claim 12, wherein the RBF classification modeling includes training using images of the logo having a multiplicity of perspectives and scales.

14. The method of Claim 1, wherein analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs comprises using template matching.

15. A system for detecting and analyzing the presence of a logo, the system comprising a processor having input that receives at least one video datastream of an event, identifies one or more regions of interest (ROIs) for the logo in one or more images comprising the at least one datastream, analyzes the one or more ROIs to detect if the logo is present in at least one of the ROIs and monitors the presence of the logo in the image when so detected, wherein the detection of the presence of the logo is used in making one of a broadcasting decision and an advertising decision.

16. The system of Claim 15, wherein the processor receives one video datastream of the event, the one video datastream comprising a single broadcast datastream.

17. The system of Claim 15, , wherein the processor receives two or more separate video datastreams, the two or more datastreams selectable for broadcasting the event.

18. Software for detecting and analyzing the presence of a logo, the software receiving as input digital representations of images that comprise at least one video datastream of an event, the software identifying one or more regions of interest (ROIs) for the logo in one or more images comprising the at least one datastream, analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs and monitoring the presence of the logo in the image when so detected, wherein the software provides an output regarding detection of the presence of the logo that is usable in making one of a broadcasting decision and an advertising decision.

19. A system for detecting and analyzing the presence of a logo, the system comprising a processor having input that receives at least one video datastream of an event, analyzes the image to determine if the logo is present in at least one portion of the image and monitors the presence of the logo in the image when so detected, wherein the detection of the presence of the logo is used in making one of a broadcasting decision and an advertising

decision.

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